

ACMT Advance

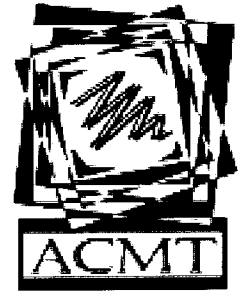
A New Identity



1. **Logo/slogan.** The first step toward the success of all of these marketing efforts would be a new logo/brand identity. A new logo and slogan would be tantamount to effectively maintain brand recognition between the school and the academy.
2. **Social Media.** In order for the new brand identity to succeed and gain strength, it must be phased into all aspects of the rebrand. This will come in handy with all of the proposed social media (Facebook, Twitter, Flickr, YouTube) as there isn't anything currently in existence to change. This marketing approach will be effective at connecting with interested middle school students and current academy students alike.
 - 2a. **Facebook.** A Facebook fan page, utilizing custom tabs to promote the rebrand and any other number of goings on within the academy will do a great service to the academy. With a Facebook fan page in place, it could serve as a central hub for both current students and alumni. Facebook also offers the capability to share student work, for example, in image galleries either through Facebook's own interface or linked out to other social media nodes, such as Flickr. Status updates can be made by appropriate administrators and alumni or students. Anybody who becomes a fan of the page can make posts or paste relevant links onto the wall. Facebook fan pages also allow for status updates to be mirrored on Twitter.
 - 2b. **Twitter.** Twitter is simply another node that ACMT can take advantage of to reach a larger audience. It can be customized to maintain ACMT's brand standard and its posted content can be mirrored from the Facebook fan page's posted content to minimize maintenance and upkeep, but still maintain a solid presence.
 - 2c. **Flickr.** Flickr offers the ability to reach large audiences by way of displaying pictures in sets or albums. Flickr can be set so that it works as a custom tab within Facebook and it mirrors the albums made on Facebook as galleries. This would be utilized to showcase student work.
 - 2d. **YouTube.** With all of the video production that goes on within the ACMT, such as Potpourri, a specific YouTube channel for the academy would be beneficial. Video projects could be exported to YouTube format, uploaded and posted across the ACMT social networks. The channel could also be utilized as a potential platform for project showcase videos, demo reels or small marketing videos for the academy.
 - 2e. **Website.** Continuing with the proposed rebranding, the ACMT portion of the Mainland website should also be updated to reflect brand standards. Information would be displayed neatly and accessed easily. One of the biggest parts to this is that all social media nodes, one way or another, can be connected to other ones. The website should be central to the rebrand as the main hub that all the social media nodes link to.
 - 2f. **Moderation.** In order for all of these efforts to have continued success, they must be upheld to an unwavering standard set by the faculty. In order to ensure that this standard is continually met, it's important that the relevant faculty and perhaps trusted students are admins to each of the social media accounts as well as the website architecture. Part of the rebranding and redesign of all of these ACMT affiliated elements will be to educate those relevant to this purpose so that all of these formats and venues can be maintained internally by ACMT affiliates only. Also, this will ensure that the content that is presented on each node is monitored and if need be, altered and/or deleted should the scenario call for it.

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3. **Student Advisory Board.** A student advisory board should be developed or, at the least, a student spokesperson should have a seat at the ACMT advisory board meetings. It's crucial to have the students' voices heard in order for the academy to continue to give them what they need. It would be an excellent avenue to see what may or may not be working.
4. **Alumni Outreach.** Through the website and the social media, it will be much easier to maintain lasting contact with alumni of the academy. An 'Alumnus of the Month' program would be established where a spotlight feature is put on a selected alumnus from a list put together by the faculty. Biographical information, what the academy did for them, where they are now, etc. This could also be used to establish industry connections for current students; a chance to ask questions of industry professionals who came from the academy. The alumnus would of course choose his or her own level of involvement. It could range from allowing the feature to be done to leaving themselves available to be contacted by students or come into the academy and make presentations.
5. **Promotional Materials.** With the web presence and aesthetic cemented, the print materials sent to area feeder schools that promote the academy should be updated to reflect the brand standard as well. A redesign of the printed material, as well as digital versions, would be created and hosted on the ACMT website.
6. **Job shadowing.** With the business connections that ACMT has and the potential new connections ACMT could gain through all of these marketing efforts, job shadowing should be made available. Students would benefit from going out into the industry and getting hands on experience in the field of study they've chosen.
7. **Extra curricular projects.** Gaining business partnerships and connections, as well as maintaining current relationships, could lend itself well to industry specific projects between professionals and students. Not only would that provide real-world experience for students, but it has the potential to create buzz in local publications and news veins. It'd be good for the academy, good for the businesses involved, and good for the community overall.